



Cultivating Shared Services

Four Winds Digital Signage



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Presenters

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Abstract

By establishing a partnership between a variety of units on the College Station campus, we successfully partnered with Four Winds Interactive, a leading provider of digital signage, to provide a shared service that leverages the buying power of multiple units, the technical power of a shared installation, and the collaborative power of an IT governance model. This presentation will detail the model used to create a successful shared service that benefits a variety of audiences, both internal and external.

How We Got Here

- Division of Student Affairs
- Outdated system needed replacing
- Committee formed
- Evaluated different systems
- Narrowed choices down
- Final decision made





Governance Structure

- Decision based on business needs despite higher cost
- Once DSA had established familiarity with product, explored adding other divisions and departments looking for similar product
- Using shared cost model & design collaboration, IT governance structure was established



Shared Cost

- Other divisions and departments fronted buy-in money
- Required number was reached for university license
- Project cost will continue to decline with each fiscal year based on buy-in



Benefits of the Governance Committee

- Much better cost model
- Better bargaining position
- More customers, more signs, even lower costs
- Shared ideas, expertise and experiences
- Coordinated deployment and maintenance



Benefits of Shared Service

- Central Support for service
- Reliable and predictable
- Backup for personnel
- Ability to expand
- Allowed departments to focus efforts on the sign
- Standardized protocols and services
- Shared the workload



Quick Wins

- Elected a leadership team
- Established effective subcommittees for technical issues and content
- Early, comprehensive training programs
- Common hardware configurations
- Installation experience and expertise
- Effective interaction with campus community



Quick Wins

- Engaged campus community
 - Work with Code Maroon
- More visibility for the project
- More training for a broad base of support staff
- Information exchange



How Signs are Used

- Video walls
- Schedules and event information
- Exhibits
- Way-finding and maps
- Donor opportunities

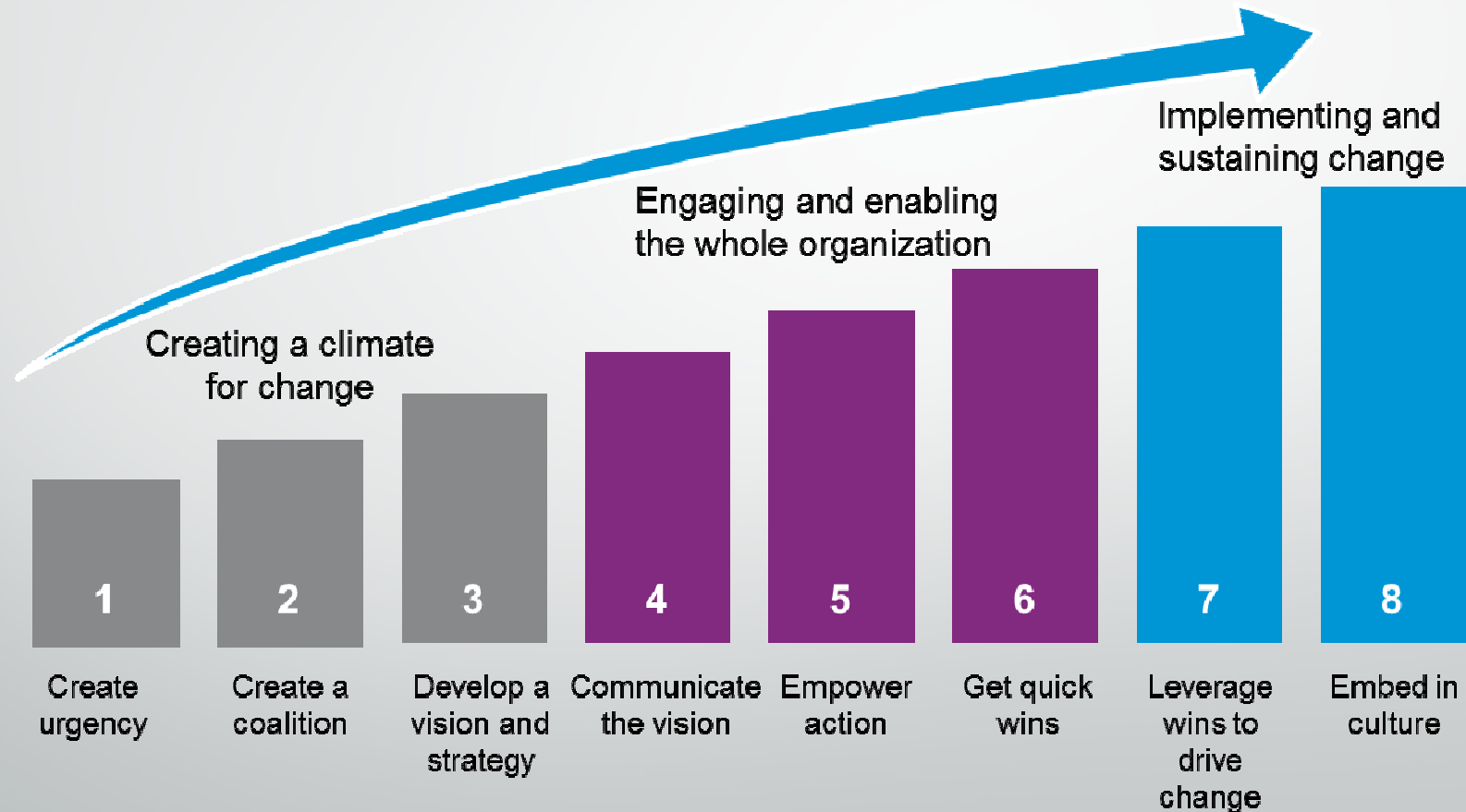
Evans Video Wall

- Picture from Evans

Evans Schedule

- Picture from Evans

Kotter's Model



**The 8-Step Process for Leading Change – Dr. John Kotter*

Four Winds Interactive Digital Signage

- Multiple uses (wayfinding, event management, information, etc)
- Reach all target audiences
- Interactive capabilities
- Simple or complex programming
- Multiple users and programmers
- Ability to manage off site
- No single hardware requirement





Value Proposition

- Monthly meetings for the committee
- Agenda focused on common interests and goals
- Programs provide learning opportunities
- Educational and informative
- Keep the community informed
- Look for new opportunities



Where to Now

- Opportunities for new customers
 - Work with UPD
 - Continued work with Emergency Notification
- Opportunities to extend governance model
 - Emerging Digital Asset Management project
- Incorporate signage in new construction and renovations
- Campus-wide initiatives including maps and directions